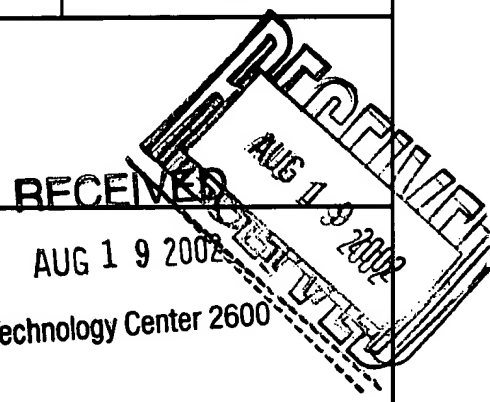
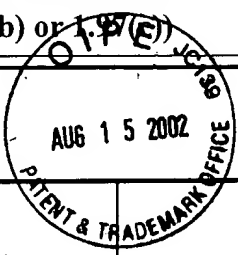


2611 #6 ref 8-2002

<b>TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT</b> (Under 37 CFR 1.97(b) or 1.97(e))			Docket No. 5205	
In Re Application Of: John Hendricks, et al.				
Serial No. 09/973,083	Filing Date October 10, 2001	Examiner N/A	Group Art Unit 2611	
Title: Internally Targeted Advertisements Using Television Delivery Systems				
Address to: Assistant Commissioner for Patents Washington, D.C. 20231				
37 CFR 1.97(b)				
1. <input checked="" type="checkbox"/> The Information Disclosure Statement submitted herewith is being filed within three months of the filing of a national application other than a continued prosecution application under 37 CFR 1.53(d); within three months of the date of entry of the national stage as set forth in 37 CFR 1.491 in an international application; before the mailing of a first Office Action on the merits, or before the mailing of a first Office Action after the filing of a request for continued examination under 37 CFR 1.114.				
37 CFR 1.97(c)				
2. <input type="checkbox"/> The Information Disclosure Statement submitted herewith is being filed after the period specified in 37 CFR 1.97(b), provided that the Information Disclosure Statement is filed before the mailing date of a Final Action under 37 CFR 1.113, a Notice of Allowance under 37 CFR 1.311, or an Action that otherwise closes prosecution in the application, and is accompanied by one of:				
<input type="checkbox"/> the statement specified in 37 CFR 1.97(e);				
OR				
<input type="checkbox"/> the fee set forth in 37 CFR 1.17(p).				

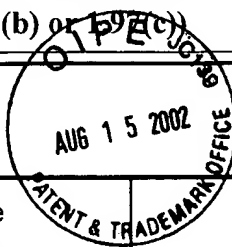


EX

**TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT**  
(Under 37 CFR 1.97(b) or 1.97(c))

Docket No.  
5205

In Re Application: John Hendricks, et al.



Serial No.  
09/973,083

Filing Date  
October 10, 2001

Examiner  
N/A

Group Art Unit  
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Internally Targeted Advertisements Using Television Delivery Systems

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**Payment of Fee**

(Only complete if Applicant elects to pay the fee set forth in 37 CFR 1.17(p))

- ☐ A check in the amount of \_\_\_\_\_ is attached.
- ☒ The Assistant Commissioner is hereby authorized to charge and credit Deposit Account No. 04-1425 as described below. A duplicate copy of this sheet is enclosed.
- ☐ Charge the amount of \_\_\_\_\_
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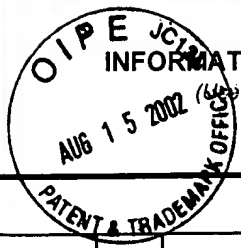
\*This certificate may only be used if paying by deposit account.

Signature

Dated: August 15, 2002

Sung Kim  
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ATTY DOCKET NO. 5205	SERIAL NO. 09/973,083
John Hendricks, et al.	
FILING October 10, 2001	GROUP 2611

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	1.	4,331,974	5/25/1982	Ned Cogswell, et al.	725	34	
	2.	5,600,364	2/4/1997	John Hendricks, et al.	725	9	
	3.	4,546,382	10/8/1985	William McKenna, et al.	725	14	
	4.	5,055,924	10/8/1991	Hans Skutta	725	34	
	5.	4,602,279	7/22/1986	Michael Freeman	725	35	
	6.	5,381,477	1/10/1995	Robert Beyers, et al.	380	231	
	7.	5,155,591	10/13/1992	David Wachob	725	35	
	8.	5,661,516	8/26/1997	John Charles	725	35	
	9.	6,029,045	2/22/2000	Picco Martin	725	34	
	10.	5,774,170	6/30/1998	Kenneth Hite	725	34	

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FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	1/	EP0424648A2	5/2/1991	Europe				
	2/	WO 99/26415	5/27/1999	WIPO				
	3/	WO 96/08109	3/14/1996	WIPO				
	4/	WO 94/16527	7/21/1994	WIPO				
	5/	DP0620689A1	10/19/1994	Europe				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)


EXAMINER	DATE CONSIDERED
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

